

Figure 1.

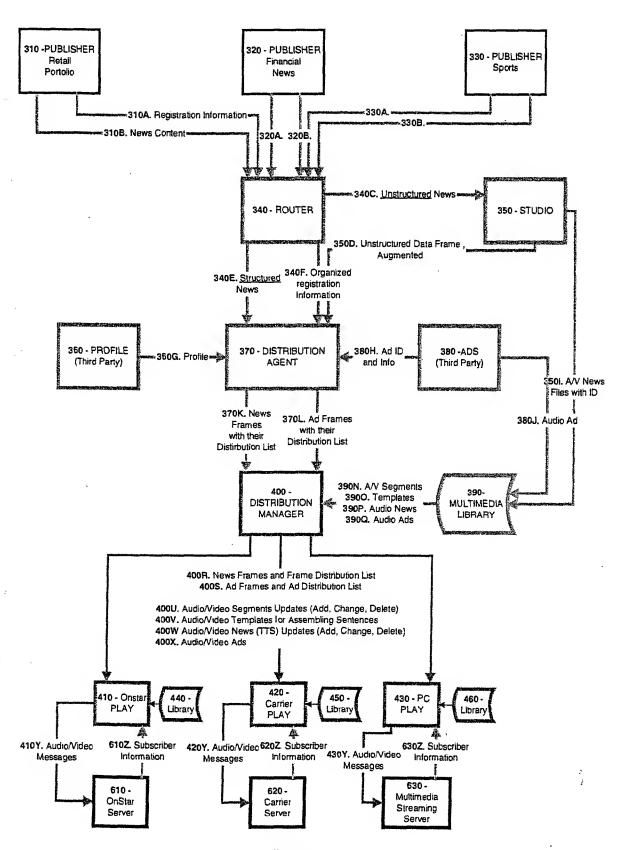


Figure 2.

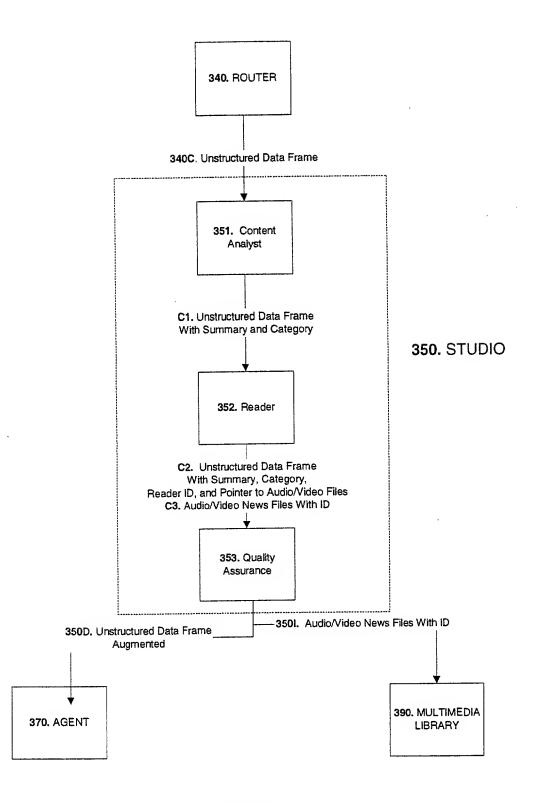


Figure 3.

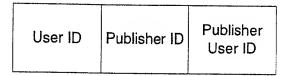


Figure 4.

Delivery ID Device Address Type	Carrier User ID
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Figure 5.

Content Pref ID Pub. ID Domain Su Se	t: Comp/ Min % Category change	Fixed price Direction threshold	Summary/ Full	Delivery ID
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Figure 6.

News ID	Pub. ID	Domain	Subject: Security	Last trade price	Time- stamp	Comp1	Comp2	(Comp N)	Volume	Avg Volume	DJI	(Add'l Indices)	
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Figure 7.

News ID	Pub ID	Domain	Subject: Security	Category	Content Owner	Pub. Time- stamp	Editor/ author	Title		Full Text	Reader ID	QA ID	1		
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Figure 8.

Profile ID Authority ID Profile Value Delivery ID

Figure 9.

Ad ID	Advertiser	Authority ID	Profile Value	Insertion Order	Pointer to Audio/Video Ad	

Figure 10.

Playlist rule pref. ID Rule ID	Supplementary Information	Device ID
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Figure 11.

Structured News Event

Device Address 1 - Type - Carrier - Comp - Supplementary Information Device Address 2 - Type - Carrier - Comp - Supplementary Information Device Address 3 - Type - Carrier - Comp - Supplementary Information Device Address 4 - Type - Carrier - Comp - Supplementary Information

Device Address N - Type - Carrier - Comp - Supplementary Information

Figure 12.

Unstructured News Event

Device Address 1 - Type - Carrier - S or F - Supplementary Information Device Address 2 - Type - Carrier - S or F - Supplementary Information Device Address 3 - Type - Carrier - S or F - Supplementary Information Device Address 4 - Type - Carrier - S or F - Supplementary Information

Device Address N - Type - Carrier - S or F - Supplementary Information

Figure 13.

Template Template ID Comp N (e.g., Yesterday's Closing Price) **Structured News Event** 390. Multimedia Library Reader ID Segment ID 1 This represents a Last trade price value Percentage (e.g., \$1.75) Calculation six percent with Pointer to Variable Segment ID 2 increase over yesterday's closing price of Pointer to Comp N Variable value Segment ID 4 1 dollar and 5 (e.g., \$1.65) and 65 cents Segment ID 6 per share

Figure 14

Comp N (e.g., Yesterday's

Closing Price)

Device ID

							Pointer to
Segment ID	(Audio or Video)	Reader ID	Category	Lookup	Intonation	Text phrase	Audio or Video Phrase

Figure 15

Rule ID P	Parameter 1	Parameter 2		Parameter N	Logical or Numerical Expression
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Figure 16

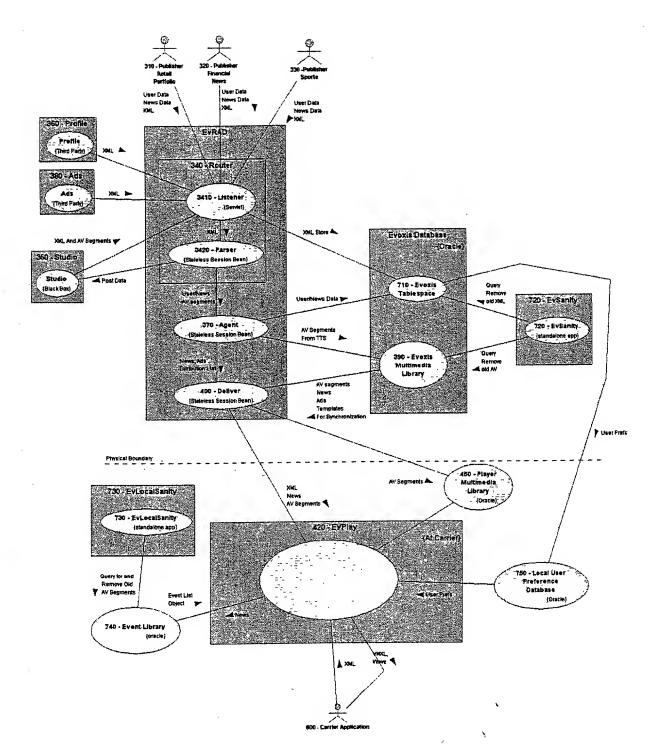


Figure 17

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XML prchive

xmi_archive_id

Publisher

FIGURE 18.